



Award Sponsorship 2018



AIH Gold Sponsors

\$10,000

Includes:

- Access to all AIH events
- Tandem promotion with AIH on all events and activities including the AIH Continuing Professional Development (CPD) program nationally.
- All publicity and promotion on AIH Facebook and Instagram
- Dedicated and linked details on the AIH Website
- Logo on all AIH membership application material
- Product details attached to all Membership Applications
- Personal presentations at AIH events
- Develop (with AIH) and present product workshops where your product or service can be incorporated.

Fitzpatrick Insurance Brokers

Also includes:

- Sponsorship of the AIH Golden Wattle Award
- Presentation of the Award
- Publicity supporting your sponsorship of the Award
- Photos with recipient
- Name and logo on bespoke Award
- Four dinner tickets to the AIH Annual Awards



Australian Institute of Horticulture Inc.
'Promoting Horticulture - the Profession of the 21st Century'

AIH President: Wayne Van Balen MAIH: president@aih.org.au ph: 0417 944 955
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Award Sponsorship 2018

AIH Silver Sponsors

\$5,500

Includes:

- Logo on all AIH event promotions, online, AIH web with links, Facebook and Instagram
- Opportunities to participate in the AIH Continuing Professional Development (CPD) Program that can incorporate your product

Also includes:

- Sponsor of the AIH Silver Gum Award
- Logo and name on Award and Pre-Award publicity
- Logo and mention in AIH E Newsletters
- Two tickets to the AIH Annual Awards
- Presentation of the Award
- Post Award publicity



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Award Sponsorship 2018

AIH Green Space Awards

\$6,500^{ea}

**Urban Green Space Award and
Rural Green Space Award \$6,500 each
or \$12,000 for both.**

One Award

- Logo and background ads on website
- Logo on bespoke Greenspace Awards and Certificates
- Logo, mentions and web links on and with AIH website
- Pre Award promotion
- Post Award publicity
- Distribution of media details across the AIH network
- Two tickets to the AIH Annual Awards

Two Awards

- Logo and background ads on website
- Logo on bespoke Greenspace Awards and Certificates
- Logo, mentions and web links on and with AIH website
- Pre-Award promotion
- Post Award publicity
- Arranged direct contact with members
- Distribution of media details across the AIH network
- Logo and details on all CPD events.
- Personal presentations at AIH events where practical
- Logo on all pull-ups and other promotional material for AIH events
- Four tickets to the AIH Annual Awards
- Invitations to present Awards at on site locations where practical
- Opportunities for input to Award presentations (own location publicity etc)



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Award Sponsorship 2018

AIH Horticulturist of the Year Award Sponsor

\$7,500

Includes:

- Editorial in E Newsletter AIH Journal
- Logo and mentions included in all Media Releases
- Logo and links on the AIH website
- Included on AIH Facebook and Instagram posts
- Arranged direct contact with members
- Two tickets to AIH Annual Awards Dinner
- Presentation of the Awards
- Post Award publicity

AIH Student Sponsor

\$6,500

Includes:

- Sponsor of the AIH Student of the Year Award with a cash scholarship - \$5000
- Logo and details on all Student emails and contacts
- Feature in AIH E Newsletter Journal
- AIH Facebook and Instagram posts
- Logo on AIH Horticulture Student of the Year Award
- Logo and details on bespoke Award
- Two tickets to the AIH Annual Awards Dinner
- Presentation of the Award
- Post Award publicity



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AIH Excellence Sponsor

\$2,500

Includes:

- AIH Award of Excellence
- Logo and ads in AIH E Newsletter journal
- Logo on Award
- Presentation of the Award
- Post Award publicity

AIH Merit Sponsor

\$1,500

Includes:

- AIH Award of Merit
- Presentation of Award
- Logo on AIH website and Award
- Pre and post Award publicity



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Sponsorship 2018

Special Sponsors

\$500

Includes:

- One off sponsorships of single AIH events/activities or features
- Continuing Professional Development (CPD) Workshops (local)
- Logo and business profile for the event
- Opportunity to participate with an event product presentation

Product Sponsors

\$500

Where opportunities for products or service to AIH members as a promotion or for trial exist (eg product samples for use, equipment etc)

Product Advertising

AIH will support a limited number of allied suppliers to the industry and carry their promotions or advertisements for negotiated campaigns or a period of time and at negotiated rates

Can include:

- Advertising on all AIH media
- Messages to a targeted audience and groups of professionals.
- Messages to AIH accredited Registered Horticulturists
- Facebook
- Instagram
- Twitter
- AIH E Newsletter journal
- Home page flashes www.aih.org.au
- Flyers
- Mail Chimp inclusions



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Sponsorship 2018

Advertising Rates Non-Members

Advertising rates are indicative and based on \$300 per ad, with artwork supplied (equiv. A5 size) per month.

Advertising Rates Members

\$150 each (50% of the standard rate).

Product & Goods

Support can also be in the form of product or goods to mutual benefit. Concessions that are exclusive to AIH members are encouraged for maximum support.



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Soon the Australian Institute of Horticulture will celebrate its 60th year of supporting and promoting horticulture professionals.

We are inviting you to join with us in our work as a Not for Profit to help us to continue high quality support of our members and the promotion of horticulture, its professionals and its industry.

There are a number of ways you can help while also suiting your strategic interest, with access to our members across Australia, Singapore and Hong Kong and a number of levels of support as a sponsor that are also linked to the AIH National Award categories that become part of your package. This extends the value of your investment and helps support horticulture achievers and their projects.

There are other occasional categories for one off support to focus and target your message to our members and AIH events or you may see great opportunity in the very successful AIH Registered Horticulturist Accreditation Program.

Product sponsors may see value in providing a related product as a way of sponsoring a specific group of AIH members. As an example AIH offers Free Student membership to all students studying horticulture in Australia and often some assistance in the way of product support can be immensely helpful to a young student.

However, you choose your involvement we will always appreciate your help and return the favour as often and as best we can.

We look forward to having you with us and a further discussion.

Regards

Wayne Van Balen MAIH
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